

Instructor: Russell Luna

Phone: 615-308-6245

Email: Russell.Luna@unt.edu

Course meets: Tuesdays

6:30 p.m. – 9:20 p.m. (Sycamore Hall 220)

Office: Work From Home

Office Hours: MON, WED, THU, FRI
(virtual); TUE (in-person)

By appointment M, W, THU, F or 6-6:15
p.m. or after class on Tuesday in person

X: @rdluna

COURSE DESCRIPTION

This course provides an in-depth exploration of the roles and responsibilities of professionals in Sports Media Relations and Sports Journalism. Emphasizing a hands-on approach, it will rely heavily on class participation, group discussions, projects and innovative thinking within deadline-driven scenarios. The course will address real-world challenges faced by sports professionals across major and minor league sports, as well as collegiate athletics. Topics will include media relations, public relations, strategic planning, crisis communications, corporate communications, and community relations within the sports industry. Additionally, the course will cover the purpose, processes, and career paths in sports media relations, including aspects such as history, media convergence, economics, budgets, operations and the legal and ethical considerations of sports media communication. By surveying various sports media careers, the course aims to provide a comprehensive understanding of career opportunities in this field.

GENERAL OBJECTIVES

Students will explore current techniques used by sports media relations professionals, including how to quickly and effectively respond to various situations, from managing media inquiries to handling unexpected crises.

By the conclusion of this course, students will learn the following:

- 1) History and current strategies of sports media relations in minor league, collegiate and professional sports.
- 2) Key skills needed for managing media requests, preparing talking points for athletes and coaches and organizing interviews to enhance communication during game week.
- 3) The role of publications such as media guides and game notes in sports media relations.
- 4) Applying the RPIE (Research, Planning, Implementation and Evaluation) process.
- 5) Technique of media pitching.
- 6) Deploying crisis communication strategies.
- 7) Evaluating the role of community relations in strong fan loyalty.
- 8) Ability to develop a comprehensive PR campaign strategy in a group setting.

PROVIDED READING MATERIALS

APR Study Guide (available online)

Associated Press Stylebook, (57th Edition – 2024-2026) –free online through UNT Library

Strategies and Tactics (11th Edition) by Wilcox, Cameron and Reber

Weekly articles submitted via Canvas

COURSE ASSIGNMENTS

<i>Title</i>	<i>Pts.</i>
Personal Biography	50
Player Biography	50
Talking Points (in class)	50
Quotes Transcription (in class)	50
Super Bowl Factoid	50
In-Class Quiz (in class)	50
Team Midterm Presentations	150
Reporter Pitch (in class)	50
Media Advisory (in class)	50
Crisis Communications Scenario	50
Community Relations Plan	50
Player Q&A Prep	50
Group Participation	50
Class Participation	50
Final Exam Presentation	200
<i>Total</i>	<i>1,000</i>

Extra Credit opportunities may be offered during the semester.

Instructor reserves the right to amend this syllabus on an as-needed basis throughout the term including changes to the grading criteria, assignments and course outline to best serve the needs of the class. Students will be notified in class and by announcement via Canvas when revisions are made.

GRADING SCALE

A: 900 - 1000 Points (Outstanding, excellent work. The student performs well above the minimum criteria.)

B: 800-899 Points (Good, impressive work. The student performs above the minimum criteria.)

C: 700-790 Points (Solid, college-level work. The student meets the criteria of the assignment.)

D: 600-690 Points (Below average work. The student fails to meet the minimum criteria.)

F: 590 Points and below (Sub-par work. The student fails to complete the assignment.)

Weekly Schedule

Week 1 – Jan. 13: Introduction to Sports Media Relations

Review the syllabus and discuss course expectations for the semester, including details about the semester-long project. Explore the historical evolution of public relations, sports media relations and analyze its impact on minor league, collegiate and professional sports in 2026.

Reading: Strategies and Tactics (Chapter 1 – Defining Public Relations; pages 33-62); Review examples of team bios.

Assignment – Personal Biography: Write a 5-6 paragraph biography about yourself, modeled after the examples discussed in class.

(Due by 11:59 p.m. on Monday, Jan. 19; 50 points)

Week 2 – Jan. 20: Professional Sports and College Sports Communicators

Analyze the differences in sports media relations strategies between professional and collegiate sports. Highlight the role of research in crafting compelling bios for athletes and coaches. Review key publications created by sports media relations professionals, such as media guides, game notes and game day programs.

Reading: Strategies and Tactics (Chapter 18 – Public Relations in Entertainment, Sports and Tourism; pages 499-518); Review samples of team media guides and online media packets.

Assignment – Player Bio: Each individual will write a detailed player bio for a selected athlete from their assigned team. These bios will be included in the team portfolio.

(Due 11:59 p.m. on Monday, Jan. 26; 50 points)

Week 3 – Jan. 27: Game Week Preparation

Gain a comprehensive understanding of the preparation required for a typical game week in sports public relations. This includes managing interview requests, coordinating media availabilities, organizing TV production interviews and facilitating pregame and postgame media interviews. Additionally, develop skills in preparing talking points for head coaches and, when necessary, for players. Review the preparation requirements for radio and TV broadcasters. Explore the variety of preparation strategies across different sports.

Reading: Review game note examples and watch pregame/postgame press conference examples.

In-Class Assignment – Talking Points: Develop talking points for an owner/athletic director, head coach or player for your respective team about an upcoming press conference (Professor Luna will provide more direction in class).

(Due 9:20 p.m. on Jan. 27; 50 points)

Week 4 – Feb. 3: Gameday Responsibilities

The class will review gameday tasks for sports PR professionals, including developing game notes, researching and sharing stats, providing postgame quotes and identifying interesting stats to enhance media coverage and fan engagement. Students will learn how these tasks contribute to effective communication and storytelling during sporting events.

Reading: Review postgame quotes examples and unique stats provided by Professor Luna.

Mid-term presentation details are discussed in class.

In-Class Assignment – Quotes Transcription: Transcribe quotes live from a press conference shown in class.

(Due by 9:20 p.m. on Tuesday, Feb. 4; 50 points)

Assignment: Super Bowl LIX Factoid: Provide one example of a social media stat research post for the Super Bowl and why it stood out for you.

(Due by 11:59 p.m. on Monday, Feb. 9; 50 points)

Week 5 – Feb. 10: Understanding RPIE – Week 1

This week introduces the RPIE process (Research, Planning, Implementation and Evaluation) and its importance for sports PR professionals. Students will learn how each phase of the process contributes to creating effective PR strategies and sustaining long-term success in sports communication.

Reading: APR Study Guide (pages 21-34)

Assignment: Begin thinking about how you can implement parts of the RPIE process for your respective team.

In-Class Quiz: There will be an in-person quiz on the RPIE process on Tuesday, Feb. 17.

(Due by 9:20 p.m. on Tuesday, Feb. 17; 50 points)

Week 6 – Feb. 17: Understanding RPIE Week 2 and Social Media and Marketing Communications

Students will continue reviewing the RPIE process, focusing on how to incorporate research into their end-of-semester projects. Will explore the importance of regularly following players, coaches and media members' social media accounts to stay informed and engaged. The class will also review how collaborating with sports marketing and social media teams is essential for executing successful PR campaigns.

Reading: Articles will be distributed during the week.

Assignment: Prepare for group presentations on Tuesday, March 2.

(Materials due by 11:59 p.m. on Monday, March 1; 150 points)

Week 7 – Feb. 24: Study Week

Students will use this week to continue to work on their midterm projects. **Presentation materials are due by 11:59 p.m. on Monday, March 1.**

Week 8 – March 3: Group Presentations

Each group will conduct a presentation about their team. The group will provide one-page sheet of information about the team, including: about the organization and leadership, headquarters and facilities, community involvement, PR department, and who covers the team. The team will provide talking points they used during the presentation and will be graded on preparation, design of presentation, content and public speaking. **(Midterm team presentation: 150 points)**

Week 9 – March 10: Spring Break

No class.

Week 10 – March 17: Working with Local Media

Learn the importance of building and maintaining relationships with local, regional and national media outlets. The class will discuss how tailoring communication strategies can help maximize coverage and support PR objectives. The class will also cover the art of pitching stories and writing pitches to engage journalists and enhance media coverage.

Reading: Articles will be sent during the week.

In-Class Assignment – Reporter Pitch: Each individual will come up with a different pitch for multiple reporters. Please provide which reporters you'd plan to target.

(Due by 9:20 p.m. on Tuesday, March 17; 50 points)

Week 11 - March 24: Crisis Communications in Sports

Review the importance of having a crisis communications plan for sports teams. The class will discuss various crisis scenarios and explore the different types of crisis events that can impact a team, emphasizing how effective communication strategies can mitigate damage.

Reading: Strategies and Tactics – Chapter 10 Crisis Management (pages 291-297); APR Study Guide – Managing Issues and Crisis Management (pages 110-112).

Each group will be assigned a crisis scenario and tasked with developing a plan to handle the situation. Students are encouraged to apply the research, planning, implementation and evaluation techniques to create an effective crisis communication strategy.

In-Class Assignment – Media Advisory: With your group, create a media advisory about an upcoming major news announcement.

(Due by 9:20 p.m. on Tuesday, March 25; 50 points)

Assignment – Crisis Communications Case Study: Identify a sports crisis and evaluate how the organization/team/players handled the crisis.

(Due by 11:59 p.m. on Monday, March 30; 50 points)

Week 12 – March 31: Study Week (No Class)

Students will meet with their groups to work on the end-of-class presentation on May 5.

Assignment: Prepare for the final presentation on April 29.

(Due: Q&A and Presentation Due on April 28; Full Plan Documents Due on May 5)

Week 13 – April 7: Corporate Communications and Community Relations in Sports

Explore the billion-dollar global sports industry and how decisions in corporate communications can impact an organization's bottom line. Examine the importance of community relations in the sports industry and how it strengthens an organization's brand. Discover why engaging with local communities is essential for building fan loyalty, fostering goodwill and enhancing reputation.

Reading: Articles will be sent to class during the week.

In-Class Assignment – Community Relations Plan: Develop a community relations plan with your respective team.

(Due by 9:20 p.m. on Tuesday, April 7; 50 points)

Week 14 – April 14: Evolution of Sports Communications

Review how the evolving sports media landscape has transformed the way communicators approach their work. Explore the impact of social media, streaming platforms and real-time engagement on public relations, fan interaction and brand messaging.

Assignment: Prepare for the final presentation on April 29.

(Due: Q&A and Presentation Due on April 29; Full Plan Documents Due on May 6)

Week 15 – April 21: Sports Media Training

Explore the importance of providing athletes with media training and effective communication techniques. Learn why preparing athletes to handle interviews, press conferences and social media is critical for protecting their personal brand and the organization's reputation.

In-Class Assignment – Player Q&A Prep: Develop a Q&A scenario for a player or coach of your respective team and how you would handle it with them.

(Due by 11:59 p.m. on Tuesday, April 22; 50 points)

Week 16 – April 28: Presentation

PowerPoint Presentation materials are due by 11:59 p.m. on **Monday, April 27.**

Attendance is mandatory.

(PR Plan due by 11:59 p.m. on May 5)

Week 17 – Final – Materials Due – May 5

Final materials are due by 9:20 p.m. (200 points)

Peer evaluations are due by 9:20 p.m. (50 points)

Instructor reserves the right to amend this schedule on an as-needed basis throughout the term including changes to the grading criteria, assignments and course outline to best serve the needs of the class. Students will be notified in class and by announcement via Canvas when revisions are made.

JOURNALISM COURSE REGISTRATION

- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed all foundational courses. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses.

RE-TAKING FAILED JOURNALISM CLASSES

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for one calendar year after the date you received the second failing grade. Once a student has waited one calendar year after failing a course twice, the student may submit a written appeal to the director to be approved to enroll a third time. Students will not be allowed to re-take a failed journalism course more than three times.

TEXTBOOK POLICY

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

OFFICE HOURS

I'm available via Zoom with flexible appointment times every business day; I'll be available an hour prior to and after the class in person. We can also schedule in-person appointments if needed. My virtual office is always open; just email me at Russell.Luna@unt.edu, and I promise to respond within 24 hours. Texting me at 615-308-6245 is also an option.

ATTENDANCE

Regular attendance is expected and essential for success in this course, as many assignments and activities are completed during class. Students who miss the first class meeting of the semester may be dropped from the course. **Students are permitted two absences during the semester. Each additional absence will result in a three-point deduction (30 points on a 1,000-point scale) from the final course grade. No exceptions will be made.** Because this is a once-per-week, in-person course, attendance and participation at every class meeting are required. **Two late arrivals (20 minutes or more after the start of class) or two early departures (leaving with more than 20 minutes remaining) will be counted as one absence.** If you anticipate a conflict that will prevent you from attending class, you must notify the instructor in advance by email or text message whenever possible.

ASSIGNMENTS SUBMITTED LATE

Late assignments will be accepted only in the case of a university-excused absence. **Any work submitted after the deadline will receive a grade of zero unless official documentation is provided within 48 hours of the missed deadline. If an in-class assignment is missed due to a university-excused absence, the student must contact the instructor within 48 hours to arrange a make-up. Failure to do so will result in a grade of zero.**

GRADE DISPUTES

Please wait 24 hours before contacting me to dispute a grade. Within that time, I expect that you will review the assignment details and reflect on the quality of the work you turned in. If you would still like to meet, email me to set up a meeting (I cannot discuss grades over email). You should come to our scheduled meeting with specific examples that demonstrate that you earned a higher grade than you received. If you miss your scheduled meeting, you forfeit your right to a grade dispute. If you do not

contact me to schedule a meeting within seven days of receiving your grade, you also forfeit your right to a grade dispute.

ARTIFICIAL INTELLIGENCE

Academic misconduct is present in an academic work wherever AI assistance has been used when unauthorized, or when authorized, has not been disclosed as required. The developments around generative AI are in flux and the rules that are expressed in this syllabus may need to change on short notice. This may affect the contents of assignments, as well as their evaluation.

This is a journalism course that relies on your creativity, critical thinking and original voice. **The use of generative AI tools is permitted for this course as long as it follows [PRSA guidelines](#).** By submitting your work, you confirm that you are the sole and original author. Tools such as Grammarly or AP StyleGuide Pro may be used to review grammar, punctuation and AP Style compliance.

FINANCIAL AID SATISFACTORY ACADEMIC PROGRESS (SAP) UNDERGRADUATES

A student must maintain Satisfactory Academic Progress (SAP) to continue to receive financial aid. Students must maintain a minimum 2.0 cumulative GPA in addition to successfully completing a required number of credit hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility.

If at any point you consider dropping this or any other course, please be advised that the decision to do so has the potential to affect your current and future financial aid eligibility.

Please visit [UNT Financial Aid \(https://financialaid.unt.edu/satisfactory-academic-progress-requirements\)](https://financialaid.unt.edu/satisfactory-academic-progress-requirements) for more information about financial aid Satisfactory Academic Progress. It may be wise for you to schedule a meeting with your MSOJ academic advisor or visit the Student Financial Aid and Scholarships office to discuss dropping a course before doing so.

ACADEMIC ADVISING

All first-time-in-college students at UNT are required to schedule an appointment with their Academic Advisor and receive an advising code to register for classes both fall and spring semesters of the first year in college. ALL students should meet with their Academic Advisor at least one time per long semester (Fall & Spring). It is important to update your degree plan on a regular basis to ensure that you are on track for a timely graduation.

It is imperative that students have paid for all enrolled classes. Please check your online schedule daily through late registration to ensure you have not been dropped for non-payment of any amount. Students have been unknowingly dropped from classes for various reasons such as financial aid, schedule change fees, parking fees, etc. MSOJ will not be able to reinstate students for any reason after late registration, regardless of situation. It is the student's responsibility to ensure all payments have been made.

SPRING 2026 CALENDAR

UNT Spring 2026 Semester Calendar

Academic Calendar is subject to change

KEY SEMESTER DATES	Full Semester Jan. 12-May 8	3 week I Winter Session Dec. 15-Jan. 9	8 week I Session Jan 12-Mar. 6	8 week II Session Mar. 16-May 8
Schedule of Classes Available on myUNT	Sept. 22	Sept. 22	Sept. 22	Sept. 22
Registration Opens <i>For specifics by student group/class: https://registrar.unt.edu/when-can-i-register</i>	Oct. 6	Oct. 6	Oct. 6	Oct. 6
Prerequisite Drop <i>Students not meeting course prerequisites will be dropped from their courses.</i>	Dec. 16	Dec. 15	Dec. 16	Mar. 16
Regular Registration Ends	Jan. 8	Dec. 11	Jan. 8	Mar. 12
Late Registration Period—For Students not Registered for the Term	Jan. 9-16	Dec. 12-15	Jan. 9-16	Mar. 13-20
Last Day to Withdrawal from Entire Term on myUNT <i>Courses do not appear on the transcript. After this date see Dean of Students to withdrawal from the entire term.</i>	Jan. 11	Dec. 14	Jan. 11	Mar. 15
Classes Begin	Jan. 12	Dec. 15	Jan. 12	Mar. 16
Last Day to Add a Class or Swap Sections <i>A swap is switching sections of the same course in the same session.</i>	Jan. 16	Dec. 15	Jan. 16	Mar. 20
Last Day to Drop a Class Section Without a W (Census) <i>Courses dropped before this date will not appear on official transcript. (Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Jan. 24	Dec. 16	Jan. 17	Mar. 21
Drop with a Grade of W Begins <i>Course appears on the transcript with a grade of W and tuition and fees remain. (Dropping courses may impact financial aid and degree completion. See advisors.)</i>	Jan. 25	Dec. 17	Jan. 18	Mar. 22
Last day to change to pass/no pass grade option (undergrads)	Feb. 20	Dec. 19	Jan. 30	April 3
Midpoint of the Semester	Mar. 6	Dec. 24	Feb. 6	April 10
Last day for a student to drop a course or all courses with a grade of W.	April 10	Jan. 6	Feb. 20	April 24
First day to request a grade of Incomplete	April 11	Jan. 7	Feb. 21	April 25
Pre-Finals Days	April 29-30	N/A	N/A	N/A
Last Regular Class Meeting	April 30	Jan. 8	Mar. 5	May 7
Reading Day—No Classes	May 1	N/A	N/A	N/A
Final Exams	May 4-8	Jan. 9	Mar. 6	May 8
Last Day of Session	May 8	Jan. 9	Mar. 6	May 8
University Grade Submission Deadline 4 pm	May 11	Jan. 12	Mar. 9	May 11
Grades/Academic Standing posted on the Official Transcript 6pm	May 13	May 13	May 13	May 13
Winter Break (no classes; university closed)	December 24-26, December 29-January 2			
Martin Luther King Jr. Holiday	Jan. 19, 2026			
Spring Break	March 9-15, 2026			
University Commencement	May 7-11, 2026			

Last Modified: December 3, 2023

ACCREDITATION

The Mayborn, which is one of over 100 journalism programs across the world that are accredited, is renewing its credentials this year. Accreditation is important to you because it means your degree is more valuable than one that comes from an unaccredited school.

Accreditation has profound benefits. Accredited programs may offer scholarships, internships, competitive prizes, and other activities unavailable in non-accredited programs.

Accreditation also provides an assurance of quality and rigorous standards to students, parents, and the public. Students in an accredited program can expect to find a challenging curriculum, appropriate resources and facilities, and a competent faculty.

Accreditation is our promise to our students that you will receive the best education possible in journalism and mass communication. With today's technology, anyone can present information to a mass audience. But not all are trained in the creation of ethical messages that reach and serve diverse audiences that our standards uphold. What you learn in an accredited program makes you more marketable and your degree more valuable!

The Mayborn School's accreditation is determined by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) through an extensive evaluation process. Accreditation by the ACEJMC council means we embrace the value of a broad, multidisciplinary curriculum that nurtures critical thinking, analytic reasoning and problem-solving skills that are the essential foundation for all mass communication education.

ADOBE ACCESS

UNT has a contract with Adobe. The following link contains all the information that students will need to purchase a subscription, and opt-out of an existing agreement that is at a higher price:

<https://cvad.unt.edu/cvad-it-services/it-services-adobe-cloud-access.html>

The email address for students to ask questions or report problems is adobe@unt.edu.

JOURNALISM EQUIPMENT CHECKOUT

Checkout length for the **Canon Mirrorless Camera, Batteries, Lighting Gear, Mirrorless Tripods, Individual Lenses, and Accessories** can be checked out up to 72 hours. To checkout a **Canon Mirrorless Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Checkout length for the **Panasonic Video Camera, Batteries, SDXC, and Tripods** can be checked out up to 24 hours. To checkout a **Panasonic Video Camera and items listed above** longer than 72 hours, the Professor for the course will need to approve the request.

Please send extended reservations approval from the Professor to the following email: mayborn-equipment@unt.edu

Journalism Equipment Room - Location and Contact Information

The Journalism equipment room is located at **Chilton Hall 410 S. Ave. C, Room 155.**

Equipment room phone number is **940-565-3580.**

Equipment room email is mayborn-equipment@unt.edu.

Equipment room supervisor can be reached at ladaniel.maxwell@unt.edu

Journalism Equipment Room - Operating Hours

Monday/Wednesday: 9 a.m. – 9:00 p.m.

Tuesday/Thursday: 9 a.m. – 9:00 p.m.

Friday: 9 a.m. - 6 p.m.

Sat-Sun: 12 p.m. - 6 p.m.

Journalism Equipment Room - Agreement Form

Anyone who plans to check out equipment during the semester must complete the checkout agreement form found here: <https://forms.office.com/r/q9fakNFTM8>

This form should be completed prior to checking out equipment and only needs to be done once per semester.

Journalism Equipment Room - Late Returns/Abuse of Checkout Policy

For every hour the student is late; a ban will be placed on the student's account accumulating the same amount of time. A **ban** restricts the student from checking out any equipment within the Journalism

Equipment Room. For example, if the student returns equipment 2 hours late, a 2 hour ban will be placed on the student's account. If the student returns equipment 72 hours late, a 72 hour ban will be placed on the student's account. If you are going to be late or unable to return equipment that you checked out on time, please email mayborn-equipment@unt.edu or ladaniel.maxwell@unt.edu

ACADEMIC ORGANIZATIONAL STRUCTURE

Understanding the academic organizational structure and appropriate Chain of Command is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:

↓ ↓ Individual Faculty Member/Advisor

Associate Dean, Mayborn School of Journalism

Dean, Mayborn School of Journalism

OFFICE OF DISABILITY ACCESS

The University of North Texas and the Mayborn School of Journalism make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time. However, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class.

Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student.

For additional information see the website for the [Office of Disability Access](http://www.unt.edu/oda) (<http://www.unt.edu/oda>). You may also contact them by phone at 940.565.4323.

COURSE SAFETY STATEMENTS

Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

ACADEMIC DISHONESTY

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes

the paraphrase or direct quotation of published or unpublished works without full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action which may include expulsion from the university. This is explained in the UNT Student Handbook.

If any academic dishonesty is clearly determined by Professor Luna, a '0' will be given to the student for that assignment.

MSOJ ACADEMIC INTEGRITY POLICY

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school's policy aligns with UNT Policy 06.003 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

FINAL EXAM POLICY

Final exams will be administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the course calendar early in the semester to avoid any schedule conflicts. **Your Final Exam will take place on Tuesday, May 5 at 6:30 p.m. CT.** Note for this class: your final exam materials can be uploaded, and there is no in-class attendance. **All assignments are due no later than 8:30 p.m. CT.**

ACCESS TO INFORMATION

As you know, your access point for business and academic services at UNT occurs within the [My.UNT site](#). If you do not regularly check EagleConnect or link it to your favorite e-mail account, please so do, as this is where you learn about job and internship opportunities, MSOJ events, scholarships, and other important information. Visit the [Eagle Connect website](#) for more information (<http://eagleconnect.unt.edu/>) including tips on how to forward your email.

COURSES IN A BOX

Any MSOJ equivalent course from another university must receive prior approval from the MSOJ academic advisor to insure that all MSOJ degree plan requirements are met. For example, courses that are taken online or from a program that offers course material via CD, booklet, or other manner of correspondence must have prior advisor approval.

IMPORTANT NOTICE FOR F-1 STUDENTS TAKING DISTANCE EDUCATION COURSES

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in multiple on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Advising Office. The UNT International Advising Office has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, students should contact the UNT International Advising Office (telephone 940-565-2195 or email international@unt.edu) to get clarification before the one-week deadline.

EMERGENCY NOTIFICATION & PROCEDURES

UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials. If Canvas is not accessible during the emergency, contact me via email or phone for more information. Students should confirm that their Eagle Alert contact information is correct via the myUNT portal.

STUDENT PERCEPTIONS OF TEACHING (SPOT)

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. You will receive an email from "UNT SPOT Course Evaluations via *IASystem* Notification" (no-reply@iasystem.org) with the survey link. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the [SPOT website](http://www.spot.unt.edu) (www.spot.unt.edu) or email spot@unt.edu.

Term	Survey Administration Dates
Regular Academic Session	April 14 – April 30
8W1	February 24 – March 5
8W2	April 28 – May 7

ACCEPTABLE STUDENT BEHAVIOR

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found on the [Dean Of Students website](http://www.deanofstudents.unt.edu) (www.deanofstudents.unt.edu).

CLASSROOM POLICIES

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

SEXUAL DISCRIMINATION, HARRASSMENT, & ASSAULT

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or

someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. The federal Title IX law makes it clear that violence and harassment based on sex and gender are Civil Rights offenses. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more.

[UNT's Dean of Students' website](http://deanofstudents.unt.edu/resources_0) (http://deanofstudents.unt.edu/resources_0) offers a range of on-campus and off-campus resources to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT's Student Advocate and she can be reached through e-mail at SurvivorAdvocate@unt.edu or by calling the Dean of Students' office at 940-565-2648. You are not alone. We are here to help.

MENTAL HEALTH SERVICES

UNT provides mental health services to students to help ensure there are numerous outlets to turn to that wholeheartedly care for and are there for students in need, regardless of the issue or its severity. Listed below are several resources on campus that can support your academic success and mental well-being:

1. [Student Health and Wellness Center](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center#programs>)

1800 Chestnut St. (Chestnut Hall)

940-565-2333

M-Th, 8 a.m. to 5 p.m.

2. [Counseling and Testing Services](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services>)

801 N. Texas Blvd., Suite 140 (Gateway Center)

940-565-2741

M-F, 8 a.m. to 5 p.m.

3. [UNT CARE Team](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/care>)

Dean of Students, University Union

940-565-2648

careteam@unt.edu

4. [Psychiatric Services](#)

(<https://studentaffairs.unt.edu/student-health-and-wellness-center/services/psychiatry>)

940-565-2333

5. [Individual Counseling](#) – Free to UNT Students

(<https://studentaffairs.unt.edu/counseling-and-testing-services/services/individual-counseling>)

940-369-8773

If at any time you are feeling alone or in jeopardy of self-harm, reach out to any of the following:

- National Suicide Hotline 800-273-8255
- Denton County MHMR Crisis Line 800-762-0157
- Denton County Friends of the Family Crisis Line (family or intimate partner violence) 940-382-7273
- UNT Mental Health Emergency Contacts
 - During office hours, M-F, 8 a.m. to 5 p.m: Call 940-565-2741
 - After hours: Call 940-565-2741
 - Crisis Line: Text CONNECT to 741741
 - [Live chat](http://www.suicidepreventionlifeline.org): (<http://www.suicidepreventionlifeline.org>)

STATEMENT OF STUDENT LEARNING OUTCOMES, CLASS OBJECTIVES

Since 1969, the UNT Department of Journalism (Mayborn School of Journalism effective September 1, 2009) has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate Institute of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate institute adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4355 will help to meet the student learning outcomes that have been checked by your professor, Russell Luna.

Each graduate must:

- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and Understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Demonstrate an understanding of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts
- Apply tools and technologies appropriate for the communications professions in which they work